



# EFFORTLESS

## The Safe Solution to Prevent Spots From Becoming Stains

Carpet maintenance may not be on the shopping list when purchasing a vacuum bag or belt. But, having the right product on hand and being able to take quick action can be the key to stopping a spot from becoming a stain. Although spills will happen, permanent stains don't have to. Most stains can be prevented by immediate or same-day treatment. This means anyone that has carpeting in their home or office should also have a safe-to-use spot remover on hand to quickly attend to any accidental soils.

- **Carpet Safe** - Because its cleaning action is carried out in a pH balanced environment it's the first product that should be used when spotting a carpet or upholstery fabric as it will not set the stain.
- **Simple To Use** - Using Effortless is just that effortless. Simply soak up any excess liquid or dab up excess solids (in the case of ketchup, mustard, vomit, mud, etc.). Once the excess soil is removed apply a generous amount of Effortless to the spot. Allow a few minutes of dwell time for the solution to work then cover with a clean white absorbent towel and blot up the solution.

Never rub or scrub as this can disturb the twist and resiliency of the carpet fiber. If the spot is especially tenacious apply more solution to the spot, cover with a absorbent towel and tamp the area with a spotting brush.

- **pH Balanced** - Effortless has a balanced pH designed to penetrate and dissolve the most hydrophobic soil but also add anti-soiling treatment to the fiber. It is safe to use on all natural and man-made fibers including nylon, polyester, olefins and wool carpet.
- **Solvent Fortified**- Effortless has the ability to remove oily soils that easily become stains and can permanently change the color of carpeting. Formulated with a triple combination of surfactants it develops an extremely low surface tension. This allows delivery of the solvent portion of the cleaner directly to face or surface of the fiber. The solvent is then able to solubilize or soften the oily, greasy, protein and dye components so the adhesion forces that bind the soil to the fiber can be broken. Once the adhesion force has been broken the soil will be emulsified and held in suspension so it can be blotted away.
- **Polymer Enhanced** - Once the spot is gone Effortless does not stop working. Effortless contains a unique polymer which refortifies the fibers dye blockers and soil repellent which helps to prevent future stains.



### Technical Data

Appearance	Clear, water-thin liquid
Odor	Low
pH Concentrate	8.8 - 9.0
pH In Use	8.8 - 9.0
Solubility	Completely soluble in water
Rinsability	Rinses film free
Flammability	None
Viscosity	<15 Centistokes
Specific Gravity	0.997
Freeze Thaw Stability	Protect from freezing



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